



WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

## Contract # 47874

### Schedule Dates

09/10/12-09/16/12

### Advertiser

WARREN FOR SENATE 2012 (3373)

### Agency

Media Strategies & Research (1800)

### Product

POLITICAL CANDIDATE (1051)

### Brand

Est. 11862 9/10-9/16/12 (27556)

### Salesperson

Shiebler, Charles (1011)

### Sales Office

WHDH

### Buyer Name

/

### Phone/Fax

11862

### CPE

11862

### Account Types

Local/Political Candidate Agency

### Billing Type

Standard

### Comments

Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

Date Entered 09/07/12  
Last Modified 09/07/12  
Entered By Charles Shiebler  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$30,630.00  
Net Total \$173,570.00  
Sales Tax

### WHDH Boston (WHDH)

By Broadcast Month Spots Rate

Sep. 2012 153 \$204,200.00

Grand Total: 153 \$204,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/10/12-09/14/12	1	:30	5A- 5:30A (ET)	1					1			2	\$150.00	\$300.00	WHDH Boston (WHDH)		9/7/12
2.0	Normal Line / SPOT	09/10/12-09/14/12	1	:30	5:30A- 6A (ET)	1			1	1	1			4	\$150.00	\$600.00	WHDH Boston (WHDH)		9/7/12
3.0	Normal Line / SPOT	09/10/12-09/14/12	1	:30	6A- 6:30A (ET)	2			2	2	2			8	\$650.00	\$5,200.00	WHDH Boston (WHDH)		9/7/12
4.0	Normal Line / SPOT	09/10/12-09/14/12	1	:30	6:30A- 7A (ET)	2			2	2	2			8	\$650.00	\$5,200.00	WHDH Boston (WHDH)		9/7/12
5.0	Normal Line / SPOT	09/10/12-09/14/12	1	:30	7A- 8A (ET)	2			2	2	2			8	\$1,800.00	\$14,400.00	WHDH Boston (WHDH)		9/7/12
6.0	Normal Line / SPOT	09/10/12-09/14/12	1	:30	8A- 9A (ET)	2			2	2	2			8	\$1,800.00	\$14,400.00	WHDH Boston (WHDH)		9/7/12
7.0	Normal Line / SPOT	09/15/12-09/15/12	1	:30	7A- 9A (ET)							3		3	\$850.00	\$2,550.00	WHDH Boston (WHDH)		9/7/12
8.0	Normal Line / SPOT	09/15/12-09/15/12	1	:30	9A- 10A (ET)							2		2	\$300.00	\$600.00	WHDH Boston (WHDH)		9/7/12
9.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	8A- 9A (ET)								2	2	\$850.00	\$1,700.00	WHDH Boston (WHDH)		9/7/12
10.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	9A- 9:30A (ET)	1			1	1	1			4	\$750.00	\$3,000.00	WHDH Boston (WHDH)		9/7/12
11.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	9:30A- 10A (ET)					1				1	\$750.00	\$750.00	WHDH Boston (WHDH)		9/7/12
12.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	10A- 11A (ET)				1		1			2	\$600.00	\$1,200.00	WHDH Boston (WHDH)		9/7/12
13.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	12P- 12:30P (ET)	1								1	\$750.00	\$750.00	WHDH Boston (WHDH)		9/7/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.



WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

**Contract #** 47874  
**Schedule Dates** 09/10/12-09/16/12  
**Advertiser** WARREN FOR SENATE 2012 (3373)  
**Agency** Media Strategies & Research (1800)  
**Product** POLITICAL CANDIDATE (1051)  
**Brand** Est. 11862 9/10-9/16/12 (27556)  
**Salesperson** Shiebler, Charles (1011)  
**Sales Office** WHDH  
**Buyer Name** /  
**Phone/Fax** 11862  
**CPE** Local/Political Candidate Agency  
**Account Types** Standard  
**Billing Type** Comments

Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

**Date Entered** 09/07/12  
**Last Modified** 09/07/12  
**Entered By** Charles Shiebler  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$30,630.00  
**Net Total** \$173,570.00  
**Sales Tax**

**WHDH Boston (WHDH)**  
**By Broadcast Month**  
Sep. 2012 153  
Grand Total: 153  
**Spots**  
**Rate**  
\$204,200.00  
\$204,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	12:30P- 1P (ET)	1				1				1	\$750.00	\$750.00	WHDH Boston (WHDH)		9/7/12
15.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	1P- 2P (ET)				1		1			2	\$650.00	\$1,300.00	WHDH Boston (WHDH)		9/7/12
16.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	2P- 3P (ET)		1		1	1	1			4	\$100.00	\$400.00	WHDH Boston (WHDH)		9/7/12
17.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	9A- 10:30A (ET)							2		2	\$250.00	\$500.00	WHDH Boston (WHDH)		9/7/12
18.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	3P- 4P (ET)		2		2	2	2			8	\$500.00	\$4,000.00	WHDH Boston (WHDH)		9/7/12
19.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	4P- 4:30P (ET)		2		2	2	2			8	\$750.00	\$6,000.00	WHDH Boston (WHDH)		9/7/12
20.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	4:30P- 5P (ET)		2		2	2	2			8	\$850.00	\$6,800.00	WHDH Boston (WHDH)		9/7/12
21.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	5P- 5:30P (ET)		2		2	2	2			8	\$1,000.00	\$8,000.00	WHDH Boston (WHDH)		9/7/12
22.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	5:30P- 6P (ET)		2		2	2	2			8	\$1,250.00	\$10,000.00	WHDH Boston (WHDH)		9/7/12
23.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	6P- 6:30P (ET)		2		2	2	2			8	\$1,500.00	\$12,000.00	WHDH Boston (WHDH)		9/7/12
24.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	6P- 6:30P (ET)							2		2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		9/7/12
25.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	6P- 6:30P (ET)								2	2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		9/7/12
26.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	7P- 7:30P (ET)		1		1	1	1			4	\$1,800.00	\$7,200.00	WHDH Boston (WHDH)		9/7/12
27.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	7:30P- 8P (ET)		1		1	1	1			4	\$2,000.00	\$8,000.00	WHDH Boston (WHDH)		9/7/12

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Contract # 47874

Schedule Dates

09/10/12-09/16/12

Advertiser

WARREN FOR SENATE 2012 (3373)

Agency

Media Strategies & Research (1800)

Product

POLITICAL CANDIDATE (1051)

Brand

Est. 11862 9/10-9/16/12 (27556)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

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CPE

11862

Account Types

Local/Political Candidate Agency

Billing Type

Standard

Comments

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

Date Entered 09/07/12

Last Modified 09/07/12

Entered By Charles Shiebler

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$30,630.00

Net Total \$173,570.00

Sales Tax

WHDH Boston (WHDH)

By Broadcast Month Spots Rate

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Grand Total: 153 \$204,200.00

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28.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	7P- 8P (ET)							2		2	\$400.00	\$800.00	WHDH Boston (WHDH)		9/7/12
29.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	7:57P- THE VOICE		2							2	\$6,500.00	\$13,000.00	WHDH Boston (WHDH)		9/7/12
30.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	9P- America's Got Talent			1						1	\$6,000.00	\$6,000.00	WHDH Boston (WHDH)		9/7/12
31.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	9P- America's Got Talent			1						1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)		9/7/12
32.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	10P- 11P (ET)			1						1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)	GUYS WITH KIDS/ ANIMAL PRACTICE	9/7/12
33.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	7:57P- America's Got Talent				2					2	\$7,000.00	\$14,000.00	WHDH Boston (WHDH)		9/7/12
34.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	10P- 11P (ET)				1					1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)	NEW NORMAL/ GO ON	9/7/12
35.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	7:58P- 9P (ET)					1				1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)	GO ON/ GUYS WITH KIDS	9/7/12
36.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	10P- DATELINE					1				1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)		9/7/12
37.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	8P- 9P (ET)							1		1	\$700.00	\$700.00	WHDH Boston (WHDH)	THE VOICE	9/7/12
38.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	9P- 10P (ET)							1		1	\$700.00	\$700.00	WHDH Boston (WHDH)	THE VOICE	9/7/12
39.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	10P- 11P (ET)							1		1	\$700.00	\$700.00	WHDH Boston (WHDH)	THE VOICE	9/7/12
40.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	11P- 11:35P (ET)		2		2	2	2			8	\$2,200.00	\$17,600.00	WHDH Boston (WHDH)		9/7/12

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7 Bulfinch Place  
Boston, MA 02114-2977

Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

**Contract #** 41814  
**Schedule Dates** 09/10/12-09/16/12  
**Advertiser** WARREN FOR SENATE 2012 (3373)  
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**Sales Office** WHDH  
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**Phone/Fax** 11862  
**CPE** Local/Political Candidate Agency  
**Account Types** Standard  
**Billing Type**  
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**Date Entered** 09/07/12  
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**Entered By** Charles Shiebler  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
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**Sales Tax**

**WHDH Boston (WHDH)**  
**By Broadcast Month**  
Sep. 2012 153  
Grand Total: 153  
**Rate**  
\$204,200.00  
\$204,200.00

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41.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	11P- 11:35P (ET)							2		2	\$2,200.00	\$4,400.00	WHDH Boston (WHDH)		9/7/12
42.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	11:30P- 7 News at 11 PM								2	2	\$1,100.00	\$2,200.00	WHDH Boston (WHDH)		9/7/12
43.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	11:34P- THE TONIGHT SHOW w/ JAY LENO		1		1	1	1			4	\$1,500.00	\$6,000.00	WHDH Boston (WHDH)		9/7/12

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